

## **FFY2020 Breastfeeding Peer Counselor Program Grant Application**

**Please find included in this packet information about the KS WIC Breastfeeding Peer Counselor (BFPC) Program:**

- ❖ Detailed program application information that will answer most of your questions.
- ❖ Job descriptions for both the BFPC Supervisor and the BFPC.
- ❖ Link to the [Quarterly Report Form](#) (not to be completed at this time, only for example.)
- ❖ Link to the [Breastfeeding Peer Counselor Program Annual Evaluation form](#) used for BFPC Program renewal (also not to be completed at this time).
- ❖ Information regarding training of the new BFPC.
- ❖ A map of all the counties that currently have a BFPC program in the state of Kansas.
- ❖ An application check list.

### **Breastfeeding Peer Counselor Program Grant Application Information**

**Please review applicable policies about the Breastfeeding Peer Counselor Program on the Kansas WIC website:**

- [POLICY: NED:05.03.00 BFPC Program](#)
- [POLICY: ADM 01.04.00 BFPC Program Operation](#)

### **Breastfeeding Peer Counselor Program**

Breastfeeding Peer Counselor (BFPC) Program funding is applied for and received separately from Nutrition Services and Administration (WIC clinic operational funding.) Grants are renewed every Federal Fiscal Year. The program utilizes a BFPC Supervisor and Breastfeeding Peer Counselors (BFPC) who work part to full time in and outside of the WIC clinic.

### **Definition of a Breastfeeding Peer Counselor**

Breastfeeding Peer Counselors (BFPCs) are women in the community with personal breastfeeding experience who provide information and support to WIC clients. BFPCs are available to WIC clients both inside and outside the usual clinic hours and the environment of the WIC clinic.

A Breastfeeding Peer Counselor will be hired by the local agencies, with the focus on hiring someone with similarities to WIC participants, including similar age, ethnic background, current or previous WIC participation, and personal experience breastfeeding, as well as an enthusiasm for supporting and promoting breastfeeding.

### **Defined Job Parameters and Job Descriptions for Breastfeeding Peer Counselors**

A BFPC in Kansas may work from her home and/or the WIC clinic, to provide telephone contacts, make clinic visits and

hospital visits. The BFPC should be available outside of normal WIC clinic hours.

The frequency of contacts is expected to be once a month, during the early months of pregnancy, and then more frequent contacts as the due date approaches. After the baby is born, contacts are expected every 2-3 days in the early first few weeks (critical postpartum period for establishing breastfeeding) and weekly contacts throughout the rest of the first month. Later, when the new mother is preparing to return to work or school, more frequent visits, likely every one to two weeks, are advised. A monthly follow up contact is expected for the second through sixth month of the infant's life. Contact frequency should always have client input and agreement. See the job description here: [http://www.kansaswic.org/manual/ADM\\_10\\_07\\_00\\_Breastfeeding\\_Peer\\_Counselor\\_Job\\_Duties.pdf](http://www.kansaswic.org/manual/ADM_10_07_00_Breastfeeding_Peer_Counselor_Job_Duties.pdf)

Scope of practice is clearly defined for BFPC staff and is reviewed annually during a bi-monthly webinar. Agencies with BFPC programs must designate a breastfeeding expert to accept referrals of clients with situations beyond the scope of the BFPC. Appropriate referrals are addressed on the BFPC staff evaluation form, which is completed and reviewed with the BFPC staff person annually by their supervisor.

## Application Requirements

The BFPC program clinics need to demonstrate the ability to:

- Refer WIC participants to either WIC clinic staff or other community agency staff that are trained in the management of breastfeeding problems outside the BFPC scope of practice.
- Identify the BFPC supervisor and provide qualifications including a list of breastfeeding trainings attended and/or credentials. See [job description](#). (Policy ADM: 10.03.01)
- Document that the BFPC supervisor is readily available for questions and mentoring of the BFPC.
- Include BFPC in clinic staff meetings that discuss WIC issues and breastfeeding in-services.
- Allow BFPC to attend yearly breastfeeding conferences and/or designated breastfeeding peer counselor training(s).
- Provide the BFPC with adequate pay, equal or greater than that paid to a WIC clerk working in a WIC clinic, including payment for those hours worked outside of the normal clinic hours.
- Provide letters of support from key agencies outside the WIC clinic to verify the agency's intent to support and strengthen the BFPC activities especially from those agencies or individuals that will accept referrals. Establishing active breastfeeding promotion and support partnerships within the community is important to the success of a BFPC program. Organizations that should be partnered with include the Maternal and Infant program, Cooperative Extension Services, La Leche League, Healthy Start Home Visitor Program, Parents As Teachers, Early Head Start, hospitals and/or physician offices, and breastfeeding coalitions.
- List members of the community breastfeeding coalition if one is available in your area.
- Complete quarterly reports (2<sup>nd</sup> quarter report only includes the BFPC evaluation) and yearly clinic self-monitoring form. (Quarterly report form, BFPC evaluation, and clinic self-monitoring form, included in packet.)
- Provide a budget. (See the blank and SAMPLE forms included in packet.) Allowable expenses include but are not limited to:

### **Supervisor's salary** (only if supervisor is not full time WIC staff.)

- BFPC's salary (break down in hourly salary.) A BFPC working approximately 10 hours per week can serve a caseload of up to 150 pregnant and breastfeeding clients.
- Communication expenses, including long distance reimbursements, cell phones, postage, etc. Clinics with BFPC programs have found that issuing a BFPC a cell phone (a plan which includes texting) is helpful to keep in touch with clients.
- Mileage reimbursement – Should not include miles driven to work at the clinic, but could include miles to the hospital or clients' homes.

- **Training event funding** – New clinics should budget for training time for the BFPC Supervisor and the new BFPC, using the KS TRAIN on-line *Loving Support modules*. The peer counselor will need to have a visit to at least one other clinic (to observe trained BFPCs and facilities) as well as to optionally observe at a hospital(s), to observe hospital lactation consultants. New peer counselors must also attend the Kansas WIC New Employee Breastfeeding Training. All clinics must budget for travel (mileage, lodging, per diem, registration) for the yearly WIC- designated BFPC training event to be attended by BFPCs and BFPC Supervisors.
  - *Allowable costs from BFPC funds as clarified in federal regulation. The peer counseling funds are to be used only to develop or expand activities necessary to sustain a successful peer counseling program. Allowable costs include compensation for peer counselors and designated peer counselor managers/coordinators, and related costs such as training and training materials, telephone expenses for participant contacts (including papers and answering machines); travel for training and home and hospital visits; recruitment of peer counseling staff; and the purchase of demonstration materials (e.g. breast pumps for demonstration purposes, videos). Items and materials for distribution to WIC participants (breast pumps, breastfeeding aids, written materials) are **not** allowable costs under this funding, and should instead be purchased using regular NSA funds for breastfeeding promotion and support.*

## State Agency Support

BFPC program conference calls are held every other month for peer counselors and supervisors. The SA will provide initial training for peer counselors and supervisors and recommend future opportunities for ongoing training. Resources for the BFPC and supervisor will be provided at the initial training. A Site Visit by the State BFPC Program Coordinator is scheduled for BFPC clinics every other year.

### WIC Breastfeeding Peer Counselors - FFY 2019 44 Counselors serving 46 counties



**Pink Counties are served by a WIC BFPC**  
**Arrows indicate lead counties and point toward counties served**

Revised 2/8/19

### **Breastfeeding Peer Counselor NEW Program Application Checklist**

- ☐ Summary paragraph of need for BFPC program and how the program is expected to function in your clinic including anticipated duties of the peer counselor e.g. phone call contact of clients only, BFPC will have hours at the WIC clinic, BFPC will monitor breast pump program, BFPC will teach prenatal or breastfeeding classes, etc. Provide job description --should include all duties listed in [http://www.kansaswic.org/manual/ADM\\_10\\_07\\_00\\_Breastfeeding\\_Peer\\_Counselor\\_Job\\_Duties.pdf](http://www.kansaswic.org/manual/ADM_10_07_00_Breastfeeding_Peer_Counselor_Job_Duties.pdf) (specified for your clinic.)
- ☐ BFPC supervisor identified. Provide current job description (should include all duties listed [http://www.kansaswic.org/manual/ADM\\_10\\_03\\_01\\_BFPC\\_Program\\_Supervisor\\_Job\\_Responsibilities.pdf](http://www.kansaswic.org/manual/ADM_10_03_01_BFPC_Program_Supervisor_Job_Responsibilities.pdf) (with these specified to your clinic) including availability for mentoring of the BFPC and breastfeeding qualifications as required – credentials and breastfeeding trainings attended.
- ☐ Provision for referrals by the BFPC to breastfeeding experts. Please identify the experts who will be accepting referrals.
- ☐ Provision for attendance of the BFPC in pertinent clinic staff meetings, in-services and breastfeeding conferences.
- ☐ Budget – include in FFY 2020 WIC Budget.
- ☐ Letters of support from key agencies.
- ☐ Breastfeeding coalition membership list, if a coalition is available to your community.

Return application by email to:

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